

Development of Curriculum for  
**Animation**



# 1. How Ateneo de Naga University made a SWOT analysis of its animation curriculum

- Coreplan 2010 (from Fr. Rolly to Fr. Joel)
- A big consideration: poverty alleviation in the Bikol region



## 2. How the University determined the BPO industry's talent needs?

- ?
- Development of DACA Department's vision-mission



### 3. Short-term and long-term plans the University undertook

- Formation of team to study proposal and develop the animation curriculum
- Sought CHED approval of curriculum



## 4. Academe and industry linkage

- In the beginning, very little.
- DACA made “sabit” with the CS Department
- Membership in ACPI



## 5. Training of teachers and development of talent pool

- Initially, a fast-tracked animation training.
- Influence of “Lord of the Rings”?
- Shift to Maya animation software
- AIBD, French Embassy and Japan Foundation connections
- Thanks to ACPI and DTI-CITEM



## 6. How the University implemented its plans

- The Ignatian “magis” and commitment to the ministry of teaching
- Regular review and evaluation of program of studies
- Strengthening the linkage with the industry
- Active involvement with ACPI and BPAP



## 7. Difficulties the University encountered and how they overcame them

- Cost of hardware and software
- Impact of software upgrades
- Faculty training, especially post-graduate degree in animation





## 8. The University plan for a steady supply of talents to the animation industry

- Continue training with passion
- Participation in national and international animation festivals/competitions
- Maximize linkage with industry
- Help other schools



## 9. Current state of animation education in ADNU and plans for the future

- Where are our DIA graduates now?
- MS in CG&A
- Provision of creative space/incubation lab
- Prepare to plan in relation to implementation of K+12 basic education



“Dios mabalos”  
and  
“Magandang  
GenSan”



